

Course Type	Course Code	Name of the Course	L	T	P	Credit
DC	EMSC510	Delivering and Managing Customer Value	3	0	0	3
Course Objective						
<ul style="list-style-type: none"> To introduce basic concepts of marketing management as a basic management functions and marketing strategies with special emphasis on changing nature of marketing in dynamic environment. The course is designed to equip students with tools and frameworks for creating customer-centric value strategies. 						
Learning Outcomes						
<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> To develop conceptual understanding of various marketing functions and analytical skills to arrive at decisions and action plans to connect the organization with customers. To develop perspectives to assess, select and create organization's responses to market opportunities based on the concept of customer value as the central theme of marketing strategy. 						

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1.	Understanding Core Marketing Concepts, Marketing mix, Building Customer Value, Satisfaction, and Loyalty, Case discussions.	6	<ul style="list-style-type: none"> Understand fundamental marketing concepts, theories and principles in areas of marketing policies. Understanding Marketing and Customer Value, Value Delivery Process and the Value Chain.
2.	Analyzing Consumer Markets, Analyzing Business Markets, Tapping into Global Markets, Case discussions.	7	<ul style="list-style-type: none"> To understand the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, cultural, technological, economic, political and global forces.
3.	Identifying Market Segments and Targets, Crafting the Brand Positioning, Creating Brand Equity, Addressing Competition and Driving Growth: Product life cycle, Case discussions.	7	<ul style="list-style-type: none"> Bases for Segmenting Consumer Markets. Understanding Positioning and Value Propositions. The Scope of Branding, Brand Equity, Brand Equity Models. Strategy to deal with competition and managing product life cycle.
4.	Product Characteristics and Classifications, New Product development, Service mix, Developing Pricing Strategies and Programs, Case discussions.	7	<ul style="list-style-type: none"> Understanding Product Systems and Mixes. Managing the Product Development Process: Concept to Strategy. Managing Product-Support Services. Understanding Pricing and strategies.
5.	Designing and Managing Integrated Marketing Communications, Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations, Managing Digital Communications, Case discussions.	8	<ul style="list-style-type: none"> Managing the Integrated Marketing Communications Process. Developing and Managing communication mix in offline and online form.
6.	Designing and Managing Integrated Marketing Channels Physical distribution, Managing Retailing, Wholesaling, and Logistics, Case discussions.	7	<ul style="list-style-type: none"> Marketing Channels and Value Networks. Integrating Multichannel Marketing Systems. The Modern Retail Marketing Environment and Marketing Decisions.
Total		42	

Text Books:

1. Marketing Management: Philip Kotler, Keller, 15 Edition, Pearson

References

1. Nama kumari, Ramaswamy– Marketing Management
2. Meenakshi, Arun Kumar- Marketing Management
3. Cases and articles provided by instructor